

THE LINK

THE JUNIOR LEAGUE OF SACRAMENTO

Winter 2022-2023

#JLSac



#JLBetterTogether



Let's Reconnect!

CELEBRATING
80 YEARS
1942-2022

THE LINK

JUNIOR LEAGUE OF SACRAMENTO 2022-2023

JUNIOR LEAGUE OF SACRAMENTO, INC
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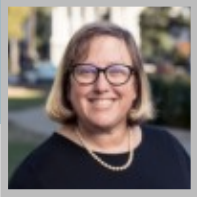


Stefanie Ellis

JLS Mission Statement

The Junior League of Sacramento, Inc. is an organization of women committed to promoting voluntarism, developing the potential of women, and in improving communities through the effective action and leadership of trained volunteers. Its purpose is exclusively educational and charitable.

Find us on social media   



LETTER FROM OUR PRESIDENT

Alex Zucco, JLS President, 2020-2023

As we move into the second half of our Junior League calendar, I am so excited by everything we have already accomplished this year and what we have planned for 2023!

First, and probably most importantly, congratulations to our next president, Alexa Valencia! Our Nominating Committee did an amazing job with our unprecedented need for a president-elect at this point of the League year. I can't imagine anyone more ready to step into this position. Please help me in welcoming Alexa to her next leadership role.

You would have to try pretty hard to miss any of the amazing options we had for getting out into the community to volunteer and socialize with other League members. Activities ranged from the Farm-To-Fork Festival, Apple Hill, Fairytale Town, book clubs, GMM and Neighborhood Meetings, a gratitude walk, Run to Feed the Hungry and the 2022 edition of Bubbles & Ballots. Our members have been working to create fun social events and getting back to basics with volunteer shifts. If there is an idea you have for a fun activity or a way Junior League can give back to our community, please let us know!

A community favorite also returned this year and it could not have gone better! Touch-A-Truck re-launched during a familiar time of year with an all-new location and great foundation moving into next year's planning – which is already under way. (Save the date! Sat., Nov. 11, 2023). Heather Beckner co-chaired this fun event committee with me and thank you so much to her and the whole committee! We had over 1,200 visitors our first year back and some fabulous sponsors and partners.

Thinking back to my days as a Girl Scout leader, I am reminded of one of the first songs Daisies and Brownies learn, Make New Friends But Keep The Old, for this next section. Our Provisionals and Sustainers are what keep any League moving forward. We had a great fall Provisional class, many already jumping into committee work and at many social events as well, and a spring class waiting in the wings to get started. Welcome and we are so glad you have decided to learn more about our organization. This year also saw the return of many Sustainer-favorites: Dominoes and Bridge Tournaments, as well as a great Welcome Back-Cocktail Party hosted at the home of Gina Ketcher. Sustainers: Stay tuned for many more events and socials with Past-President, Renee Friedrich serving as our Sustainer Vice President on the Board.

The spring has a lot of new and exciting opportunities to get involved with and have fun. As we all have heard and experienced: You get out of it, what you put into it... You can have as much (or as little) fun and rewarding experiences as you make the effort to be part of and we invite you all along for a great League year!

Cheers!

Alex Zucco, JLS President

LEAGUE SPOTLIGHT

New Focus Area: Food Insecurity

Written by Jillian Hall, Nominating Chair

Q & A with Alex Zucco, JLS President

**“There comes a point where we need to stop just pulling people out of the river.
We need to go upstream and find out why they’re falling in.”**

-Archbishop Desmond Tutu

Why food insecurity? How does it affect the Sacramento area?

When exploring all of the ways we could make an impact in our community, we wanted to find a focus area that our membership could make a difference. We aren't a very large League, but our members indicated over several years of surveys, they wanted to work on these issues.

The pandemic highlighted many of the stark gaps in services offered in our community, especially with basic needs, like food. According to a study done by Valley Vision in late 2021, food insecurity in Sacramento is higher than the U.S. average. On average, 16 percent of respondents said they experience low or very low food security, with at least 25 percent participating in at least one food assistance program. That's compared to the U.S. Department of Agriculture's report that 10.5 percent of U.S. households were on food assistance during that same time span.

Who will JLS be partnering with?

Initially, we've found a great community partner for this work: Alchemist Community Development Corporation. This organization had a combination of doing the work that brings food and resources to those most vulnerable, as well as being part of Junior League of Sacramento's legacy with its acquisition of Oak Park Sol.

Part of the work the Ad Hoc Committee will do is identifying other community partners, like River City Food Bank and other food and nutrition programs. Our hope is to have partners that serve different populations for the greatest impact.



What might shifts look like with our new partner/s?

In the beginning, assisting at farmers' markets coordinated and identified by Alchemist will be available. These farmers' markets offer assistance in signing people up for the Supplemental Nutrition Assistance Program or SNAP. In California, SNAP is called CalFresh – the new name for the old 'food stamps' program. With the old paper food-stamps-dollars long gone, this program allows recipients to purchase unprepared food with an Electronic Benefit Transfer (EBT) card. Many farm stands at the farmers' markets accept EBT, allowing people to have fresh produce. The marriage of CalFresh and the acceptance of EBT cards at farmers' markets is a win-win for everyone with the "Market Match" program. When shoppers use their EBT card at participating farmers' market vendors, they can receive up to an additional \$10 in vouchers to spend at that same farmers' stand, increasing their buying power. A UC Davis study estimates that with every EBT dollar spent at a farmer's market in our region, it generates \$1.86 in total community spending or in 2021, \$1.48 million in extra local economic activity for the Sacramento region.

Will there be a new formal committee dedicated to this work?

A full-fledged committee will begin in the 2023-2024 year with a new chair being selected by March 2023. It will be on the Placement Matching Tool for members to request as their 2023 - 2024 placement in March and April 2023.

When does the Ad Hoc Committee meet? Can any member attend?

All members are invited to take part in this committee. Contact me – Alex Zucco – if you are interested. As an "ad hoc committee", this is not a stand-alone committee and is considered a secondary placement request, or being "doubled-placed." We will meet monthly to determine the full breadth of activities this committee will coordinate, identify any other community partners, map out potential shifts and events and establish metrics to measure our activities and achievements.

*All members are invited to take part in this new committee.
Please send your questions and inquiries regarding our new focus area to Alex Zucco at
akzucco@gmail.com,*

MEMBER SPOTLIGHT

Saumirah McWoodson

Owner of Dance Daze Dance Boards

Written by Jillian Hall, Nominating Chair



When Junior League of Sacramento member Saumirah McWoodson was three years old, her mother enrolled her in a dance class. She didn't like it, so she tried other activities like theater and modeling. It wasn't until she she missed out on the lead role in the musical "Annie", due to her lack of tap dancing skills, that she circled back to dancing. At age five, she began competing in tap dance competitions, and since then, she's basically never stopped.

Beyond a love for dance, McWoodson discovered early on that she has a passion for business. More than 10 years ago, McWoodson founded a business called Dance Daze Inc. where she taught dance lessons out of country clubs and community centers. She then founded a non-profit, later merging the two, where she taught dance in schools and employed college students to be paid service learning interns. "I was running a business before I ever worked full-time," said McWoodson. She's dabbled in just about any business you can imagine - teaching English virtually to kids in China, selling customized playlists, and more.

When the COVID-19 pandemic hit in spring 2020, McWoodson realized that she had to pivot in a new world where she could no longer teach dance in-person. So she started making virtual dance instruction videos in her backyard and used what she had laying around to do the trick - a dirty, wooden pallet her significant other had brought home from work. As McWoodson continued making daily and weekly dance videos throughout the spring of 2020, her significant other offered to make her a better, nicer wooden dance board. McWoodson requested he make the board round, as circles have always held a special place in her life. A "version 2.0" dance board was born and McWoodson developed a vision for a new business venture: selling hand-crafted dance boards. That first board quickly multiplied and soon she was in the business of making, painting, sealing, dancing-upon and marketing dance boards.

McWoodson began focusing on what set her dance boards apart from the competition. From the start, she knew she wanted to share the joy of dancing in a time of uncertainty. The choice of the color and design on the boards was deliberate, and McWoodson used herself and her first customers to market the boards by posting videos and content on social media websites. She wanted her customers to feel like they were gaining more than just a dance board by purchasing from her - ultimately, her customers were gaining a community.

MEMBER SPOTLIGHT

McWoodson has seen entrepreneurship modeled at home by her mother. "My mom used to make pins out of clay for women, sell lotions and fragrances, [run] her own home daycare, and even ran her own travel agency. So entrepreneurship has been the example of my life for as long as I can remember." In the spirit of carrying on a legacy of woman-powered entrepreneurship, McWoodson joined the Junior League of Sacramento in order to meet other like-minded women and grow her personal and professional connections in a positive social group. JLS is proud to highlight Saumirah Woodson as not only an outstanding example of a Junior League woman, but as an incredible example of ingenuity and humanity in the world of entrepreneurship. Thank you for leading the way, Saumirah!



"I'm not a spontaneous person, but I believe in the magic of businesses. Anyone can sell anything on the internet if they do the right things," McWoodson said when reflecting upon the growth of the business. **By the end of summer 2020, she hadn't tested the boards and she didn't know how hard they would be to mail, but her website, dancedazedanceboards.com, was up and running. When her mother suggested she just sell the boards locally first, McWoodson's response was "Don't limit me!"**



@DanceDazeDanceBoards @DanceDazeInc

COMMITTEE SPOTLIGHT

SUSTAINERS



Sustainer Cocktail Party
Sharon Cadogan



December Sustainer BookEnds
Ruth Messersmith, Tita Diepenbrock



Alex Zucco,
Congresswoman Doris Matsui (CA-06)



December Sustainer BookEnds
Liz Battaglia



Sustainer Cocktail Party
Carol Shellenberger, Amanda Merz



Endowment Christmas Party
Left to right: Margot Bach, Susan Bitar, Amy Wister, Vicki Robinson, Paulette Trainor



Sustainer Cocktail Party
Left to right: Aimee Gillum, Mindi Stewart, Gina Ketcher, Alex Zucco, Renee Friedrich, Laurie Somerhausen, Becky Johnson, Margo Brown

When we came together for the impromptu Sustainer Cocktail Party in October, for the first time in several years, the feelings of camaraderie and friendship were amazing! As we all begin to reconnect with one another in person, we realize how much our League truly means to us.

Written by Renee Friedrich, Sustainer Vice President

COMMITTEE SPOTLIGHT

PROVISIONALS



Fairytale Town Tour

Back row from left - Liz Estrada, Hilary Conrad, Zoe Zucco, Crystal Quirk, Savannah Broderick, Melissa Reichard, Sophie Melberg, Sharon Davis.
Front row from left - Amanda Spence, Amanda Esquivias, Kirstyn Alex, Alex Visinoni & Lisa Smith



Done in a Day at River City Food Bank

Back row from left - Kimberly Cook, Sophie Melberg, Sharon Davis, Melissa Reichard, Jackie D'Almeida, Hanna Spevak, Christina Minton. Front row from left - Savannah Broderick, Crystal Quirk, Alex Visinoni, Megan Selby, Amanda Esquivias



End of the year Holiday Party fun!

Back row from left - Megan Selby, Amanda Esquivias, Crystal Quirk, Meghan Corcos, Sharon Davis, Hanna Spevak, Kirstyn Alex, Melissa Reichard.
Front row from left - Sophie Melberg, Alex Visinoni, Savannah Broderick

WELCOME our fall
class of Provisionals!

COMMITTEE SPOTLIGHT

TRAINING & INCLUSION



Annual Gratitude Walk



Educational "Bites" at October's GMM
past presidents discuss their Junior League
experiences



Book Discussion and Happy Hour



Ballots and Bubbles



Training and Inclusion's Holiday Brunch

The goal of the Training & Inclusion Committee is to plan and execute training sessions for members on various leadership and development topics in alignment with our league's commitment for promoting voluntarism throughout the community, building connections within the league, and supporting membership leadership potential.

The first half of the 2022-2023 League year our committee partnered with SPAC for the Ballots & Bubbles event; hosted our annual Gratitude Walk; gathered for a book discussion on Start With Why, by Simone Sinek; and presented educational "bites" at several GMMs.

Learn and grow with us in 2023. For more information and event registration, go to jlsac.org.

Written by Tracy Moore, Training and Inclusion Chair

COMMITTEE SPOTLIGHT

COMMUNITY IMPACT



Farm to Fork

From left to right: Allie Dumas, Robyn Stiles, Kristen Guerrero, Mary Gaston



Light the Night

From left to right: Saumirah McWoodson, Candace Randll, Jane, Amanda Esquivias



Run to Feed the Hungry

Bottom Row (holding sign): Amber Van Alstyne and Tracy Moore
Middle Row: Trinity Dunbar, Alexis Dunbar, Melissa Reichard, Cait Fournier
Back Row: Hilary Thomson, Candice Turner, Landon Paulson, Jill Mahurin



Alexa Valencia



Sparkle Foundation Gift Wrapping Event

From left to right: Hillary Konrad, Melissa Reichard, Jillian Hall, Mary Gaston



Melissa Reichard, Hillary Konrad



WellSpring Women's Holiday Drive

Sara Kline and daughter, Liz Estrada, Melissa Reichard and daughter



Jenn Ramey, Liz Estrada, Melissa Reichard and daughter

Community Impact is JLS's most versatile committee. Each year JSL surveys current and potential new community partners to gauge current needs and assesses how JLS can assist in fulfilling those areas of need. JLS provides volunteers, materials and other necessary resources to complete critical one-day projects to allow the community organization to focus on their main purpose. The committee coordinates "Done-In-A-Day" volunteer opportunities throughout the league year. Committee members coordinate and lead volunteer shifts as well as attend monthly meetings, with other obligations as needed. ----Written by Sara Kline, Community Impact Chair

ENDOWMENT

What is the JLS Endowment?

Written by Susan Bitar and Sheri Chow, sustainers

Endowments 101

An endowment is a donation of money or property to a nonprofit organization, which uses the resulting investment income for a specific purpose. Most endowments are designed to keep the principal amount intact while using the investment income for charitable efforts.

Endowed funds differ from others in that the total amount of the gift is invested. Each year, only a portion of the income earned is spent while the remainder is added to the principal for growth. In this respect, an endowment is a perpetual gift.

The JLS Endowment

For the Junior League of Sacramento, it's Endowment was created in 2011 with the goal of raising \$1 million. The endowment provides a perpetual source of funds to support the JLS's mission because the interest earned on the principal funds is given directly to community projects and programs. In 2022, the Endowment presented \$20,000 to the JLS. Since 2011, \$111,190 has been received by the JLS.

The JLS Endowment started with a dynamic, forward-thinking group of women who actively raised funds among members, sustainers, corporations and community supporters. In the beginning, fundraising for the endowment started by asking for large gifts. Those gifts added up quickly and the endowment was off to a strong start.

On January 31, 2020, the endowment hit a milestone level with \$502,847.22 showing on the books at the Sacramento Region Community Foundation – a nonprofit organization initiated by the Junior League in 1982 – which manages the JLS Endowment and nearly 700 other charitable funds for local families, businesses and nonprofits through El Dorado, Placer, Sacramento and Yolo counties.

Growing the JLS Endowment and Crowdsourcing

Large gifts are always welcomed and the JLS wants to continue to grow the endowment and make participation attractive to everyone. Smaller gifts are now the “it” way to raise funds.

COMMITTEE SPOTLIGHT

The idea is known as crowdsourcing, where giving smaller amounts on a regular or frequent basis (weekly, monthly or quarterly) is the fundraising trend. It's the "art of engaging a crowd or group" for a common goal. This has proven to be an innovative and efficient means for fundraising. The best gift is the reoccurring gift, no matter the size.

For example, when you ask 10 people for \$50 versus one person for \$500, you've made a connection with nine more people and have the same number of dollars. Establishing relationships with more people is the key to success in crowdsourcing.

Join In and Talk It Up

Talking about the endowment in day-to-day conversations, at dinner parties, in small groups and at JLS General Meetings all contributes to the awareness, understanding and support of the endowment.

In fact, at the JLS Endowment Council Holiday Party in December 2019, it was announced the funds in the endowment were nearing \$500,000. That's all it took for a few women at the party to make a huge impact with their year-end tax-deductible gift to tilt the scale.

While the accomplishment of raising a half a million dollars is definitely something to celebrate, the ultimate goal for the JLS Endowment is \$1 million.

If you want to learn how to be a part of the next phase of the endowment fundraising, and help the JLS achieve its vision of \$1 million, we would love to have your energy and involvement.

--HOW TO GIVE TO THE ENDOWMENT--

Your generous contribution will be invested and maintained in perpetuity, and have a long-term impact on the League. Contributions to the endowment are tax-deductible to the extent allowed by law.

Tax ID: 94-1676500.

Make a tax-deductible donation via VISA or Mastercard through the Sacramento Region Community Foundation website (https://srcf.fcsuite.com/erp/donate/create/fund?funit_id=1346).

Or, make a tax-deductible donation via check payable to:

Junior League of Sacramento Endowment Fund

Sacramento Region Community Foundation

955 University Avenue, Suite A

Sacramento, CA 95825

TOUCH-A-TRUCK RETURNS!

FUNDRAISING



From left to right: Heather Beckner, Julz McCusker, Robyn Stiles, Jillian Hall



From left to right: Hanna Spevak, Kirstyn Alex, Mary Gaston, Meghan Goodwin, Courtney Leet



From left to right: Alison Kaprielian, Mary Gaston, Rosalind Sago, Gabrielle Dunne

Last fall, the Junior League of Sacramento saw the return of our Touch-A-Truck event! After a two-year pandemic-break, Touch-A-Truck returned and you could tell it was missed! With a great new venue, over 30 great trucks and large pieces of machinery AND over 1,200 visitors, we have a great foundation to build on for next year and are looking forward to even more trucks and visitors in 2023!

**Save-The-Date:
Touch-A-Truck Returns on Sat., Nov. 11, 2023!**

Written by Alex Zucco, JLS President, 2020-2023



SATURDAY, NOVEMBER 12, 2022 SACRAMENTO CITY COLLEGE



From left to right: Rosalind Sago, Alison Miller, Jillian Hall, Zoe Succo, Julz McCuster, Robyn Stiles, Mary Gaston, Hillary Konrad, Cait Fournier, Gabrielle Dunne, Alison Kaprielian, Tina Penman, Allie Dumas, MacKenzie Buchanan, Alex Zucco, Heather Beckner

THANK YOU, SPONSORS!

BONNEY PLUMBING	PG&E	SMUD
CA TRUCKING ASSOCIATION	RALEY'S	PATRICK KENNEDY,
ANGELIQUE ASHBY,	RAMOS OIL	SAC COUNTY BOARD OF
SACRAMENTO CITY COUNCIL	SACRAMENTO AREA SEWER DISTRICT	SUPERVISORS
LUND CONSTRUCTION	SACRAMENTO CITY COLLEGE	VSS INTERNATIONAL

THANK YOU, TRUCK PROVIDERS!

BUREAU OF LAND MANAGEMENT	LUND CONSTRUCTION	THE SCIENCE BUS
SACRAMENTO POLICE DEPT	COUNTY OF SACRAMENTO	TRAFFIC MANAGEMENT INC
CITY OF SACRAMENTO UTILITIES	SACRAMENTO AREA SEWER DISTRICT	VSP
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KAUER GUITARS	TEICHERT CONSTRUCTION	

Touch-A-Truck Sponsors



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ASHBY

Vice Mayor, City of Sacramento



PATRICK
Kennedy
SUPERVISOR



BONNEY
LEADING THE WAY HOME.

2023 EVENTS

SAVE
THE
DATE

Please join the
JUNIOR LEAGUE OF SACRAMENTO
for the
Top o' the Morning
SIP AND SHOP
at

Saturday, March 11th, 2023
11:00 AM - 2:00 PM
1202 K Street #100 Sacramento, CA
FREE ADMISSION
We will be selling \$10 raffle tickets toward a specially curated basket of goodies! General donations to the Junior League will also be accepted. Cash or Square available.

Big Day of Giving

MAY 4


Please donate
to
Junior League
of Sacramento
on
Big Day of Giving

PRESENTED BY



SACRAMENTO REGION
**COMMUNITY
FOUNDATION**

INSPIRING PHILANTHROPY



THE GALA



Join the Junior League of Sacramento (JLS) for a festive event to celebrate 80 years of impact in the greater Sacramento community. You're invited to our 80th Anniversary Gala bringing together JLS members, community leaders, and our partners throughout the years.

DATE: SATURDAY, MAY 20, 2023, 6:00-10:00 p.m.

LOCATION: OUR PLACE EVENT SPACE, 1107 Firehouse ALLEY, SACRAMENTO, CA 95814

TICKETS GO ON SALE IN FEBRUARY at www.JLSac.org.

Help us continue this legacy of impact in Sacramento.

Please join us as a sponsor or donor for the gala, and know that your contribution develops women leaders, promotes voluntarism, and improves our community.

Visit <https://www.jlsac.org/80th-anniversary-gala/> to learn more or contact Erin Tanner at ejtanner@gmail.com.

SAY YES TO LEADERSHIP



Senior Leadership Applications are now available!

We are seeking women for the following positions:

Board:

Recording Secretary

Nominating Chair

Director At-Large

Management Team:

Fundraising VP

Membership VP

Executive Vice President-Elect

Treasurer-Elect

All Committee Chairs

One Nominating Committee Member

Go to www.bit.ly/jlsnominating for position details and application link.

Any questions, regarding leadership and/or the application process,

send to Jillian Hall, Nominating Chair at

j_hall5@u.pacific.edu





JUNIOR LEAGUE OF
SACRAMENTO

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Sacramento, CA 95825

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